

# HOMework REMINDERS FOR Thursday 13th APRIL

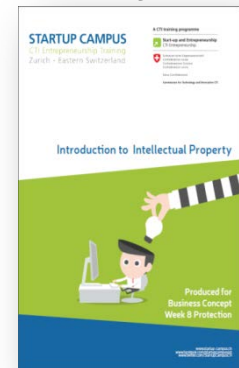
To-Dos  
for each group

## Homework 1 – Poster

**Create your poster on Podio by the end of the day Thursday 13th April.**

## Homework 2 - IP Canvas

In Week 6 Finance you will receive printed IP Handbooks. The handbook is also available on Podio in pdf format. Read the Intellectual Property (IP) handbook and complete the IP Canvas for your idea in **Podio by the end of the day Thursday 13th April.**



# HOMEWORK Step 1

To-Dos  
for each group

Please complete the information about your venture with accurate and updated information

The image shows two side-by-side screenshots of the Startup Campus web interface. The left screenshot is the 'Enrollment (Participant)' page, and the right is the 'Venture' page. A red box highlights the 'Link to your venture / project' button in the Enrollment section, with arrows pointing to the Venture section.

**Enrollment (Participant)**

- Dashboard
- Your Password
- Logout
- Name
- Your Course
- Other Courses you attend or have attended
- News or message from administration or trainers
- Link to your venture / project

**Venture**

- back
- Project or Startup or Company name: ACME Ltd.
- Message from administration or trainers
- Associated Module(s): M3.16 - Module 3 - Business Creation 2016, MXX - Administration - Withdrawals - Rejects - No Shows, M2.17 - Module 2 - Business Concept 2017
- What is your project about ? (10 - 20 words for public disclosure)
- Project Executive summary

## How to do that ?

Login in Podio: <https://students.startup-campus.ch> → Link to your venture / project → Update the Venture form. If you log in to your STARTUP CAMPUS account, you'll find the link to your venture in the middle of the dashboard page. If your name is not yet linked to a venture contact us at [info@startup-campus.ch](mailto:info@startup-campus.ch) and let us know your venture name.

# HOMework Step 2

To-Dos  
for each group

In this venture form you will find also in **Links to Course related items** two new links below: [Eco-system Poster](#) and [IP Canvas](#):

**Links to Course related items**



Items for **Business Concept** (M2)

[Business Value Concept](#)

[Eco-System Poster](#)

[IP Canvas](#)

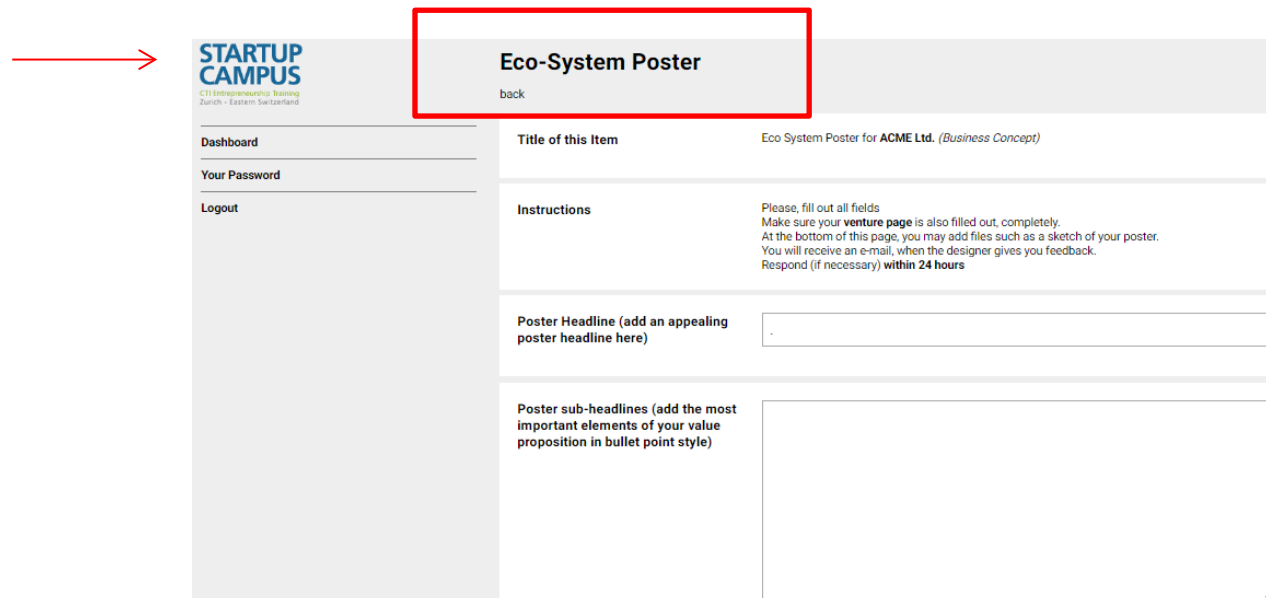
# HOMEWORK Step 3

To-Dos  
for each group

Go at first to the Eco-System Poster.

Fill out all fields according to the instructions on the left (except for the field “Feedback to the designer regarding the draft poster”).

You may also upload a sketch of your poster at the bottom (Sketch upload on the Ecosystem Poster Site, not on the Venture-Site. Upload Business Value Concept on the Venture Site).



**STARTUP CAMPUS**  
CTI Entrepreneurship Trainings  
Zurich - Eastern Switzerland

**Eco-System Poster**  
back

**Dashboard**

**Your Password**

**Logout**

**Title of this Item** Eco System Poster for **ACME Ltd.** (Business Concept)

**Instructions** Please, fill out all fields  
Make sure your **venture page** is also filled out, completely.  
At the bottom of this page, you may add files such as a sketch of your poster.  
You will receive an e-mail, when the designer gives you feedback.  
Respond (if necessary) **within 24 hours**

**Poster Headline (add an appealing poster headline here)**

**Poster sub-headlines (add the most important elements of your value proposition in bullet point style)**

# HOMework Step 4

To-Dos  
for each group

To inform the designer about the updates, please always press the button “**save form**” and you will send the updates to the designer.

Link to the draft poster

Link to the final poster

save form

Files

[NP2-PosterA1-PRINT-01.pdf](#)

delete

Please note: **Designer can change the draft poster after the briefing only two times.**

# HOMEWORK Step 5

To-Dos  
for each group

The designer will provide links in the appropriate fields to a poster draft and a final poster. If there is more than one communication back and forth, you can now communicate with the designer through the field “Feedback to the designer regarding the draft poster”.

The designer can also make a comment or let you know if he has created a draft. You will receive an e-mail notification if something has been entered.

**Please note: You can respond to this e-mail only via Podio Platform. Please respond asap and within 24 hours.**

Feedback to the team (regarding  
your briefing)

Hallo Beata,  
  
ja ich habe eine E-mail von Podio bekommen. So wie es sein sollte :)

Feedback to the designer regarding  
the draft poster)

Hallo Georg,  
  
super, es funktioniert alles :-)  
Morgen sende ich Info an die Teilnehmer, dass sie mit dem Briefing starten können und bis zum  
13. April müssen alle 24 Teams ( Ventures) Poster Briefing in Podio hinterlegt haben.  
  
LG, Beata

# HOMEWORK Step 6

To-Dos  
for each group

Go to the IP-Canvas.

In your venture form you will find in **Links to Course related items** also link to [IP Canvas](#):

Links to Course related items

Items for **Business Concept** (M2)

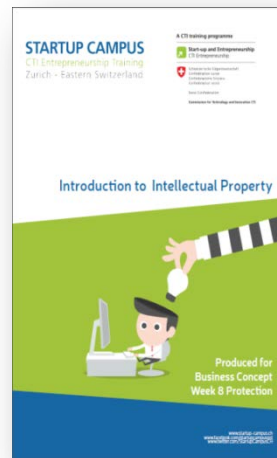
[Business Value Concept](#)

[Eco System Poster](#)

[IP Canvas](#)



**Please complete the IP Canvas in Podio** (you will find it also in the centre pages of the booklet you received printed in the Finance Week or on Podio in PDF Format). **After 13 April the «Protection trainers» will review your case and prepare for the Protection Course.**



**Intellectual Property Canvas**  
Answer as many questions as you can as fully as you can.

1 Business Value Concept	
<b>Business Value</b> What is the value of your business? How do you measure it? What are the key factors that determine the value of your business?	<b>Business Model</b> How do you create, deliver, and capture value? What are the key components of your business model?
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2 Intellectual Property	
<b>IP Rights</b> What are the key intellectual property rights that protect your business? How do you manage these rights?	<b>IP Strategy</b> What is your intellectual property strategy? How do you plan to use your intellectual property to create a competitive advantage?
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for each group**

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(IP) handbook and complete  
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Thursday 13th April.**





# Poster Design – Important Hints

- A professional STARTUP CAMPUS designer – Georg - will create a great poster for you and send it to you for feedback. Please note: **Designer can change your draft poster after the briefing only two times. The better the briefing, the better your poster will be!**
- You will have the possibility **once** to give qualified feedback. From this, the designer will create your final poster for the Ecosystem event.

## A few important hints:

- Check the sample posters attached to Week 11 Ecosystem on Podio for inspiration
- Remember: A simple illustration explains more a thousand words
- Focus on the problem, your solution, and the magic sauce (innovation) when you draft your poster headline and the sub-headlines

**Please note:** STARTUP CAMPUS reserves the right to publish the poster for promotional purposes.

# STARTUP CAMPUS *CONNECT* Event

## Spring 2017

**In Week 11 – Ecosystem, there will be no regular evening course. Instead, you are invited to attend the *STARTUP CAMPUS CONNECT* event.**

### **Aims:**

1. To meet **‘real’ people** and organisations that could help you make your business concepts come alive (e.g., competitors, incubators, investors, coaches, and legal advisors)
2. To give you the opportunity to exhibit a poster of your team’s business concept
3. To meet fellow entrepreneurs from other Module 2 cohorts (past and present)

### **Event Details:**

- **When: Wednesday, 10 May 2017, 5.30 – 9.00pm, for all cohorts**
- **Where: ETH Zurich, Main Building, Rämistrasse 101, ‘Dozentenfoyer’**

# Module 2 - Business Concept

## CTI Entrepreneurship Training Business Concept

## Course Schedule

